Dublin

COMMERCIAL DEVELOPMENT TASK FORCE · JUNE 5 2014

DOWNTOWN DUBLIN

- Look at Regional Rd. as Walkable
- WALK FROM SAN RAMON TO SAFEWAY!!
- HOW DO YOU ADDRESS FUTURE OF RETAIL?
  - Trend toward shrinking foot plate
  - Not just shopping for commodities
    - ↳ "experience" (Faux Main St.)
- WHAT ABOUT TRANSIT, BIKE & PED CONNECTIONS?
- CONSIDER OTHER TYPES OF COMMERCIAL SPACES/USES
  - ↳ 30 acres of campus office
  - ↳ REDEVELOP OFFICE SPACE to MIXED USE?
  - ↳ NOT A LOT OF MID-RANGE OFFICE SPACE.
  - ↳ Need well-capitalized business

NEIGHBORHOOD SHOPPING CENTER

A. PARKING ACCESS
- GROCERY/DRUG STORE ANCHOR

B. WALKABLE!
- PARKING BEHIND (Village Pkwy)

D. SOMETHING WE DON'T HAVE!
- FUTURE IS MIXED USE!
- ✓ PED FRIENDLY
- ✓ FAMILY FRIENDLY
- ✓ SAFE
- ✓ BIKE FRIENDLY
- ✓ INCORPORATES SOLAR

HYBRID POWER NBHD CENTER

- TOO CONVENTIONAL
- D ▶ TWO LEVELS!
  - Hard to get retailer willing?
  - ▶ BAY STREET
  - ▶ PARKING
- B ARCHITECTURAL FLAVOR
  - ▶ QUALITY MATERIALS!

DIFFERENTIATE Dublin

FROM OTHER AREAS FOR RETAILERS and CUSTOMERS

HYBRID POWER LIFESTYLE CENTER

B DESTINATION!
- Variety of activities
- spend time
- more interesting

C UNIQUE!

... HOW MANY MORE "UNIQUE" PLACES CAN BE CREATED?

CONSIDER
- ▶ DAY USE vs NIGHT USE

- ▶ CAN WE SUPPORT MORE MOVIE SCREENS?

"FAUX" MAIN STREET

D
- ▶ MIXED USE!
- ▶ MORE WALKABLE

ETHNIC SPECIALTY

- ▶ QUALITY MATERIALS
- ▶ CONSIDER INCUBATOR SPACE
  - ↳ Value of older buildings